

**Iowa Mississippi River Parkway Commission
November 14, 2013
National Mississippi River Museum & Aquarium – Board Room
Dubuque, Iowa**

Call to Order

- Chairman John Goodmann called the meeting to order at 10:11 am.

Roll Call

- Commissioners Present: John Goodmann, Deb Jochims, Larry Kruse, Glenn Pelecky, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Rolling, Jay Schweitzer
- Commissioners Absent: Lori Wallace
- Technical Present: Shawna Lode, Mary Stahlhut
- Technical Absent: Ron Deiss, Margo Underwood and an non-appointed person from the Department of Cultural Affairs
- Consultants: David Dahlquist, Breanne Bye
- Guest: Carrie Koelker, Eastern IA Tourism

Welcome

- Approval of September 20, 2013 meeting minutes
 - Dan moved and Jay seconded to approve the 9/20/13 minutes as corrected (change Brad to Bryce Parks, Peiffer to Pfeffer). Motion carried.
- Treasurer's reports and approval (Mary and Jane)
 - Attachment 1 (Iowa MRPC Annual Budget) and Attachment 2 (Expense Report LF) from Mary.
 - Attachment 3 (List of contributions to the MRPC which are broken down by counties) from Jane. There are still some counties that haven't raised any money or the amount allocated. Bre will resend the boilerplate letter and attachments. Raising this money is very important as this money goes towards the Corridor Management Plan and we need it to receive grant money. The balance is \$6,526.18. Jay moved and Larry seconded to accept this report.

Reports

- General
 - 2014 and 2015 Budgets (John & Mary)
 - Attachment 4 (IOWA MRPC FY 2014 2015 FY BUDGET)
 - We are still in line to get an increase from the State for the Website, marketing and becoming a full partner in the IA Byways Group.
 - Larry moved and Deb seconded that this 2015 draft be sent to DOT.
 - Annual Report Review/Distribution (John)
 - Take a copy or e-mail this to our constituents.
 - Annual Meeting Report (John & Others)
 - The news conference was picked up by AP wire, there was a picture of attendees under the Arch, Iowa had a impressive group of proclamations, National Geographic gave a presentation to do a virtual travel site and asked MRPC to become a part of this. The National board voted to partner with them in whatever way we can. David offered to partner with them in regards to Iowa's websites/resources.
 - We are to suggest to the National Office that experiencemississippiriver.com doesn't do the job. When you Google GRR, it doesn't take you to experiencemississippiriver.com.
 - New Commissioner Training (Glenn, Dan and Lori)
 - They said the training in St. Louis wasn't really new.
 - They said the training in Des Moines was a good meeting. There was a lot of discussion on open meetings and election of officers.

- Committees
 - Culture and Heritage = Interpretive Center Signing (Edith)
 - Mary passed around a copy of what the sign will look like.
 - The Cultural and Heritage Committee approved the Mississippi center.
 - Iowa has two-sided signs so if we want to continue this, it will cost \$200 each for 15 signs. All other states have one-sided signs. Lori moved and Larry seconded not to spend money from our coffers to buy signs. Ayes 6 Nays 2. John will call Suzanne to order signs "as is" so all ten states are the same.
 - Marketing/Events
 - Mississippi River Country Japanese visitors (Edith)
 - Great River Road Ramble Oct 2nd (John+)
 - Organized by Motor Memories of Iowa. We had participants fill out our MRPC survey.
 - September 13th in Dubuque was more like a car show. We also did surveys here.
 - Transportation
 - Environment, Recreation & Agricultural Committee
 - GRR/MRPC/NSB & Iowabyways.org. Web sites (John, David and Mary)
 - The Iowa Byways website has a pending work order with them. The idea is to post our own events. Everything is in flux. Since we need to find a different host for our website, the Iowa Byways site is a natural choice. We can add more to our website. It's easy to add on to experiencemississippiriver.com.
- Projects/Other
 - GRR Active Projects – Commissioners
 - Jane has a project, an educational IC in Allamakee, just south of the Blackhawk Bridge on the GRR. Byways gave them \$1.3 M. It strongly deals with the driftless region. Also, the seven-mile stretch of MRT is nearing completion. A bike lane is being added on Highway 346 before Effigy.
 - Jay reported that Louisa County is on the second phase of a project just east of Grandview, but is having problems regarding Indian artifacts and this is slowing them down.
 - Marquette is about to go to letting. They received \$348,000.
 - DOT Commission Bylaws Query
 - Mary asked IDOT's AG if we need bylaws. One assistant put together a shell and suggested a committee be formed and that we start with the code and compare it with National MRPC bylaws. Edith moved and Larry seconded that we form a sub-committee consisting of Jay, John, and Jane and they develop bylaws for IA MRPC. Motion carried. They will bring a draft to our next meeting.

Old Business

- Election of Officers
 - Attachment 5 (Mississippi River Parkway Commission Job Descriptions September 2005) FYI
 - Jay asked that we get an itemized National expense report. Jane asked to receive copies of the National minutes plus information on up-coming calls/meetings. John will send the link to National conference calls when he gets it.
 - Jay moved and Dan seconded adoption of the following slate of officers:
 Chair – John Goodmann, Vice-Chair – Edith Pfeffer, Secretary – Deb Jochims, Treasurer – Jane Regan
 The following county commissioners voted yes by a voice vote:
 Allamakee, Dubuque, Jackson, Clinton, Scott, Muscatine, Louisa, Des Moines, Lee
- Committee Formation – Standing + CMP

New Business

- Larry moved and John seconded that future fundraising efforts are for the CMP and Marketing. Motion carried.
- Everyone should electronically send to John what committee they want to be on.
- FY 2014 Reorganization Discussion
 - Schedule Meetings/Calls for FY 2014 (MRPC, Committees, Stakeholder Meetings)
- Corridor Management Plan (David)
 - Survey Results and Drawing
 - They are hearing a lot of support of what GRR is and could be.
 - Attachment 6 (Resource Document Library, Version 02/File and Folder Contents on DVD). They developed up-dated stationery and it's a word document. They will update it with new officers and send it to us electronically.
 - The CMP sub-committee will consist of John, Larry, Lori, Glenn plus Mary representing IDOT.
 - He passed around two sheets:
 - Attachment 7 (Visitor and Resident Satisfaction Survey/Survey Summary)
 - Attachment 8 (Visitor and Resident Satisfaction Survey/Initial Observations) This is a good tool to use in the future to measure change. The surveys had a lot of comments. There are a high number of fully completed surveys. They will spend the next couple of months going through the results. Edith would like to see report on "bike" comments ASAP. About February, they will be able to give presentations on this information. MPOs, RPAs and state legislators should also see this information. David feels confident there is a high recognition level of the GRR so there is a high bar for us to keep supporting.
 - Next Steps
 - Attachment 9 (Upcoming CMP Tasks/Spring 2014 Stakeholder Meetings)
 - He suggests repeating these meetings in places where we were before. He suggests late March to early May 2014. He wants us to be comfortable with what is going to be introduced at the meetings. Our consensus is that he is to continue with planning.
 - Attachment 10 (Iowa Mississippi River Parkway Commission/Winter Newsletter 2013) FYI
 - We should update the stakeholder list so they can send this newsletter our correctly.
 - Bre bills \$250 per quarterly newsletter. Jay moved and Larry seconded that we pay Bre \$250per newsletter. Carried. This newsletter is only sent to e-mail addresses so if we want to send it in the future to others, we need to consider additional costs.
 - Next year the Drive the GRR is for all the states so be thinking about September events.
 - We all need to take pictures and send them to Bre.
- Tourism Update (Shawna)
 - Her office supports us and is changing to work more strategically.
 - Recent articles reinforcing their goal of introducing Iowa and helping readers to get excited then connect them:
 - She passed around a scenic byways article for the next Iowa Travel Guide.
 - MSN Europe Travel says The GRR is one of the "World's Best Roads"
 - The Chicago Tribune featured Dubuque's fall colors.
 - They are taking print content and using it for social media and the web site.
 - They only know our story if we tell them.

- Discussion of 2013-2014 Work Plan – Iowa MRPC organization/history discussion
 - At our next meeting focus on solidly planning our stakeholder meetings.
 - Our next meeting will be at Hurzville Interpretive Center in Jackson County on February 13th. Lori will make the arrangements.
 - David will call the next CMP sub-committee meeting.
 - Jay will work on a bylaw committee meeting.
- Eastern Iowa Tourism (Carrie Koelker)
 - January 28, 2014 is TFI's Annual Legislative Showcase. We should have a presence at this event. Edith and John offered to e there.
 - They meet the first Wednesday of every other month.

Adjourn

- Jay moved and Larry seconded to adjourn the meeting. Carried. Adjourned at 2:57.

Respectfully submitted,
Debra Jochims. Secretary